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**DATE:** December 21, 2004

**TO:** Examiner Michael A. Cuff      **FAX NO.:** 703-872-9306  
USPTO GPAU: 3627

**FROM:** Jeffrey G. Toler

**RE U.S. App. No.:** 09/497,773, filed February 3, 2000

**Applicant(s):** Jerry E. Pierce, et al.

**Atty Dkt No.:** 1007-0001

**Title:** METHOD AND SYSTEM FOR OPTIMIZING MARKET  
ACCESSIBILITY VIA AN ELECTRONIC NETWORK

**NO. OF PAGES (including Cover Sheet):** 30

### **MESSAGE:**

Attached please find:

- ☒ Transmittal Form (1 pg)
- ☒ Response to Office Communication (28 pgs)

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PTO/SB/21 (09-04)


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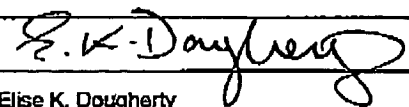
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<b>TRANSMITTAL FORM</b>  (to be used for all correspondence after initial filing)	Application Number	09/497,773	
	Filing Date	February 3, 2000	
	First Named Inventor	Jerry E. Pierce	
	Art Unit	3627	
	Examiner Name	Michael A. Cuff	
Total Number of Pages In This Submission	29	Attorney Docket Number	1007-0001

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Printed name	Jeffrey G. Toler		
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**PATENT**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant(s): Jerry E. Pierce

Title: METHOD AND SYSTEM FOR OPTIMIZING MARKET  
ACCESSIBILITY VIA AN ELECTRONIC NETWORK

App. No.: 09/497,773

Filed: 02/03/2000

Examiner: Michael A. Cuff

Group Art Unit: 3627

Customer No.: 34456

Confirmation No.: 7892

Attr. Dkt. No.: 1007-0001

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**RESPONSE TO OFFICE COMMUNICATION**

Dear Sir:

In response to the Office Communication mailed December 7, 2004, a revised Appeal Brief is provided with respect to the above-identified application.

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